

2023 CLIENT SATISFACTION SURVEY

SUMMARY OF RESULTS

Thank you to our clients who participated in the 2023 New Capital Client Satisfaction Survey. The data gathered from the responses provides us with valuable information regarding our services, operations, and professional relationships so that we can continue to improve for you.

We are greatly pleased to report that the survey indicates **very** high client satisfaction levels across all practice areas. Here is a summary of the results:

- We received 37 individual responses out of 158 clients that we sent to. This shows a **23% participation rate**.
- **\$620** was donated to selected charities including: Planned Parenthood Gulf Coast, Houston Food Bank, Turkish Philanthropy Fund, 350.org, WildAid, Houston Area Women's Center, Sandy Hook Promise, Air Alliance Houston, Committee to Protect Journalists, and Houston Habitat for Humanity.
- New Capital's services received the following ratings:
 - Financial Planning – 4.59/5
 - Advice – 4.81/5
 - Investment Management – 4.51/5
 - Administrative Services – 4.76/5
 - Meetings & Calls – 4.54/5
- Net-Promoter Score
 - 89.19% of respondents indicated that they are very likely to refer New Capital Management to a friend or colleague.
 - 10.81% of respondents indicated that they are passive about referring New Capital Management to a friend or colleague.
 - 0.00% of respondents indicated that they would not refer New Capital Management to a friend or colleague.

Every day, and in everything we do, we are constantly striving to exceed your expectations. Please contact us if there is any way we can improve our services to you, or if you know someone who might benefit from meeting with us. We welcome and appreciate introductions to your family, friends, and colleagues so that we might serve them as well.

Sincerely,



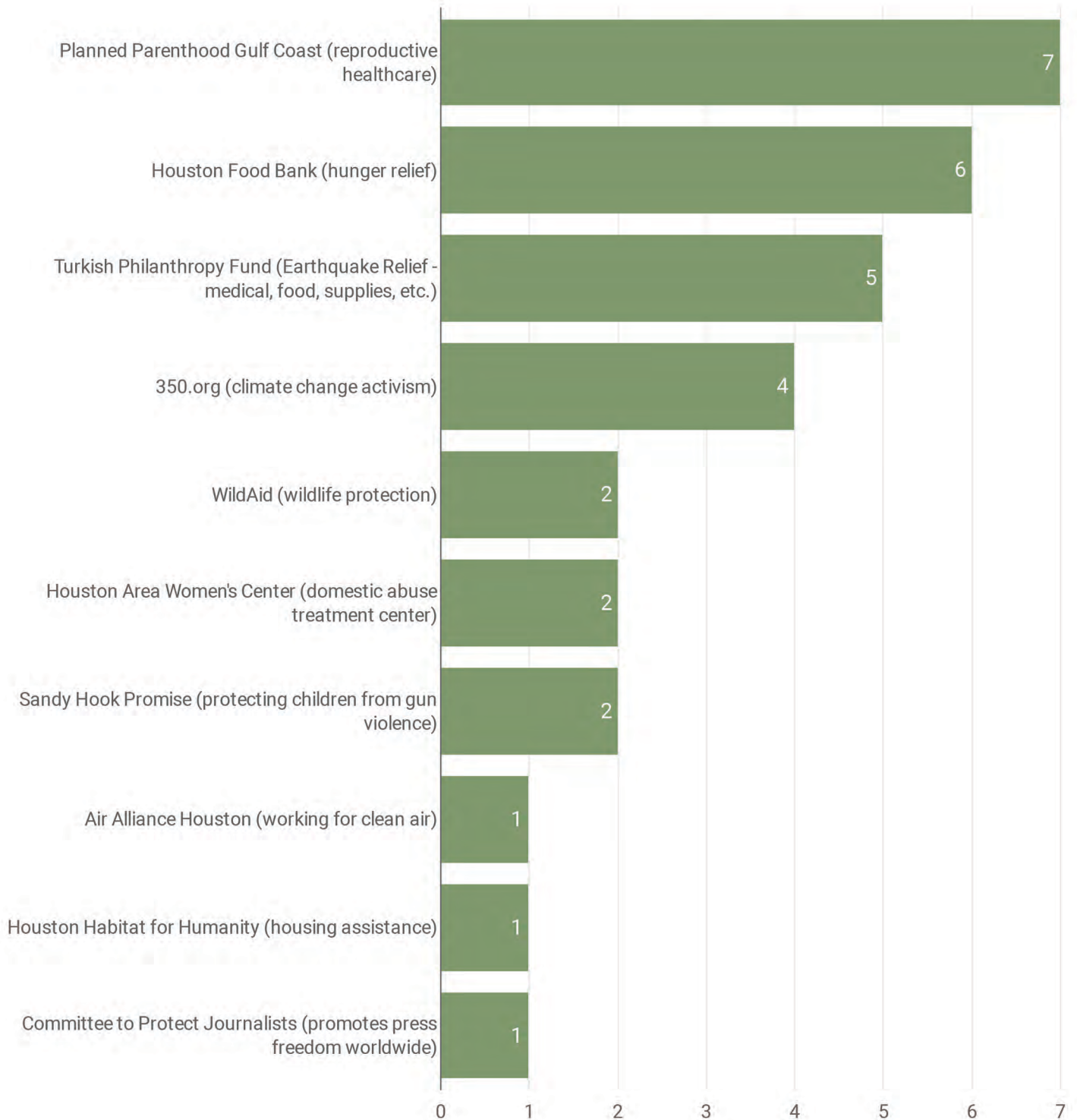
Catherine Bahr
Director of Communications

2023 CLIENT SATISFACTION SURVEY

CHARITY DONATIONS

1. We know that your time is valuable and to show appreciation for completing this survey, we will donate \$20 (per household) to the charity of your choice.

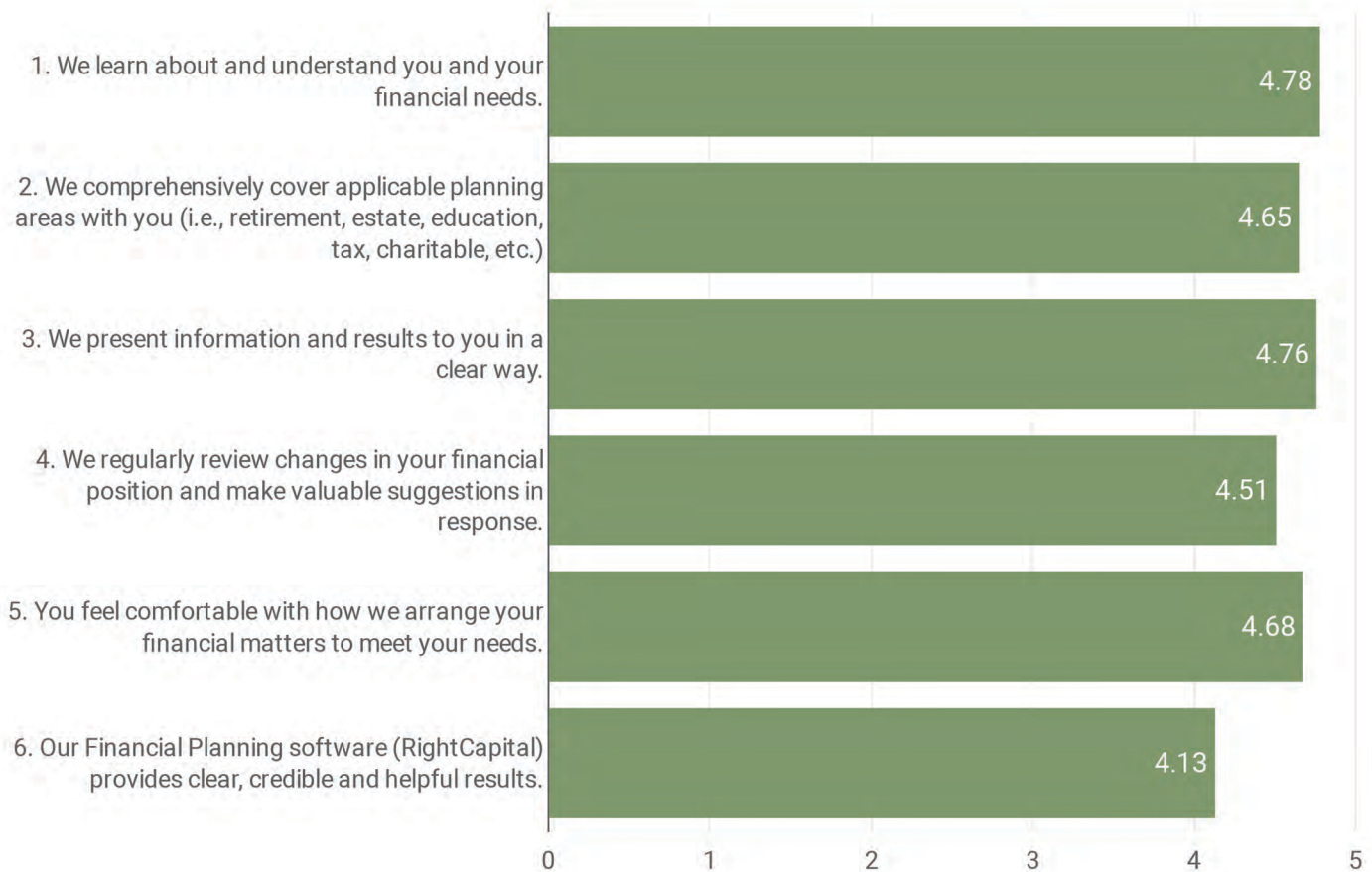
Total Donation: \$620.00



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FINANCIAL PLANNING

Please evaluate the following statements about our **Financial Planning** work for you:

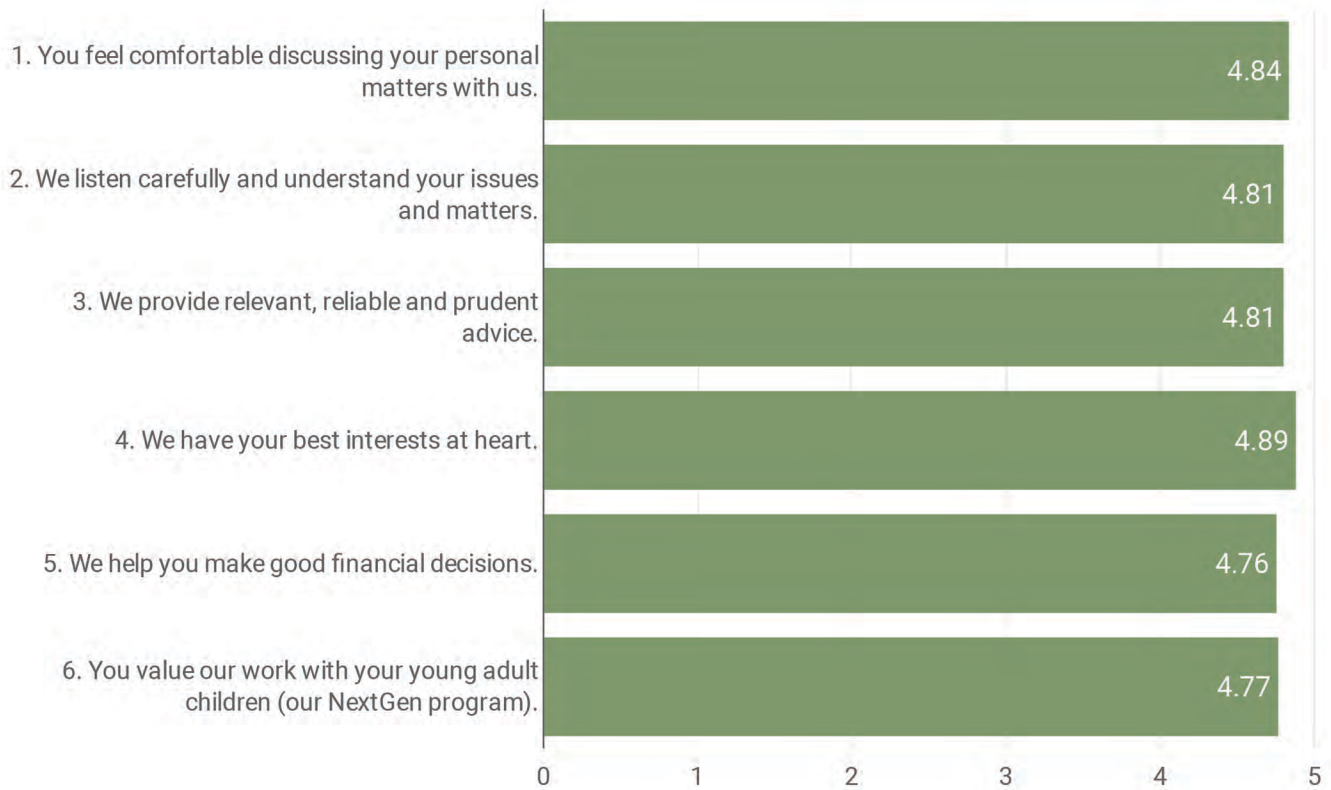


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We learn about and understand you and your financial needs.	78.38%	21.62%	0.00%	0.00%	0.00%	4.78
2. We comprehensively cover applicable planning areas with you (i.e., retirement, estate, education, tax, charitable, etc.)	64.86%	35.14%	0.00%	0.00%	0.00%	4.65
3. We present information and results to you in a clear way.	78.38%	18.92%	2.70%	0.00%	0.00%	4.76
4. We regularly review changes in your financial position and make valuable suggestions in response.	62.16%	27.03%	10.81%	0.00%	0.00%	4.51
5. You feel comfortable with how we arrange your financial matters to meet your needs.	72.97%	21.62%	5.41%	0.00%	0.00%	4.68
6. Our Financial Planning software (RightCapital) provides clear, credible and helpful results.	41.94%	29.03%	29.03%	0.00%	0.00%	4.13

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ADVICE

Please evaluate the following statements about the **ADVICE** we give to you:

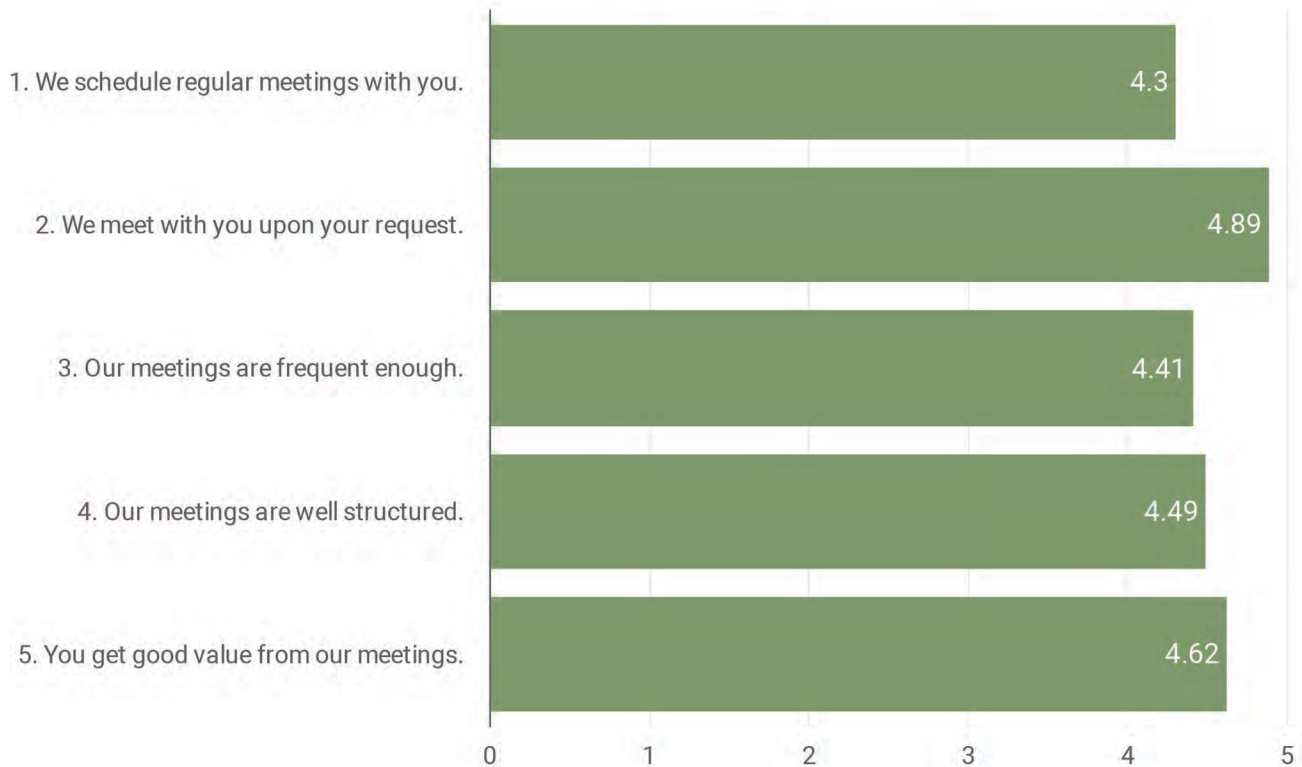


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. You feel comfortable discussing your personal matters with us.	83.78%	16.22%	0.00%	0.00%	0.00%	4.84
2. We listen carefully and understand your issues and matters.	83.78%	13.51%	2.70%	0.00%	0.00%	4.81
3. We provide relevant, reliable and prudent advice.	83.78%	13.51%	2.70%	0.00%	0.00%	4.81
4. We have your best interests at heart.	91.89%	5.41%	2.70%	0.00%	0.00%	4.89
5. We help you make good financial decisions.	81.08%	13.51%	5.41%	0.00%	0.00%	4.76
6. You value our work with your young adult children (our NextGen program).	84.62%	7.69%	7.69%	0.00%	0.00%	4.77

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MEETINGS

Please evaluate the following statements about our **MEETINGS** with you:



Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We schedule regular meetings with you.	43.24%	45.95%	8.11%	2.70%	0.00%	4.3
2. We meet with you upon your request.	88.89%	11.11%	0.00%	0.00%	0.00%	4.89
3. Our meetings are frequent enough.	45.95%	48.65%	5.41%	0.00%	0.00%	4.41
4. Our meetings are well structured.	51.35%	45.95%	2.70%	0.00%	0.00%	4.49
5. You get good value from our meetings.	64.86%	32.43%	2.70%	0.00%	0.00%	4.62

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INVESTMENTS

Please evaluate the following statements about management of your **INVESTMENTS**:

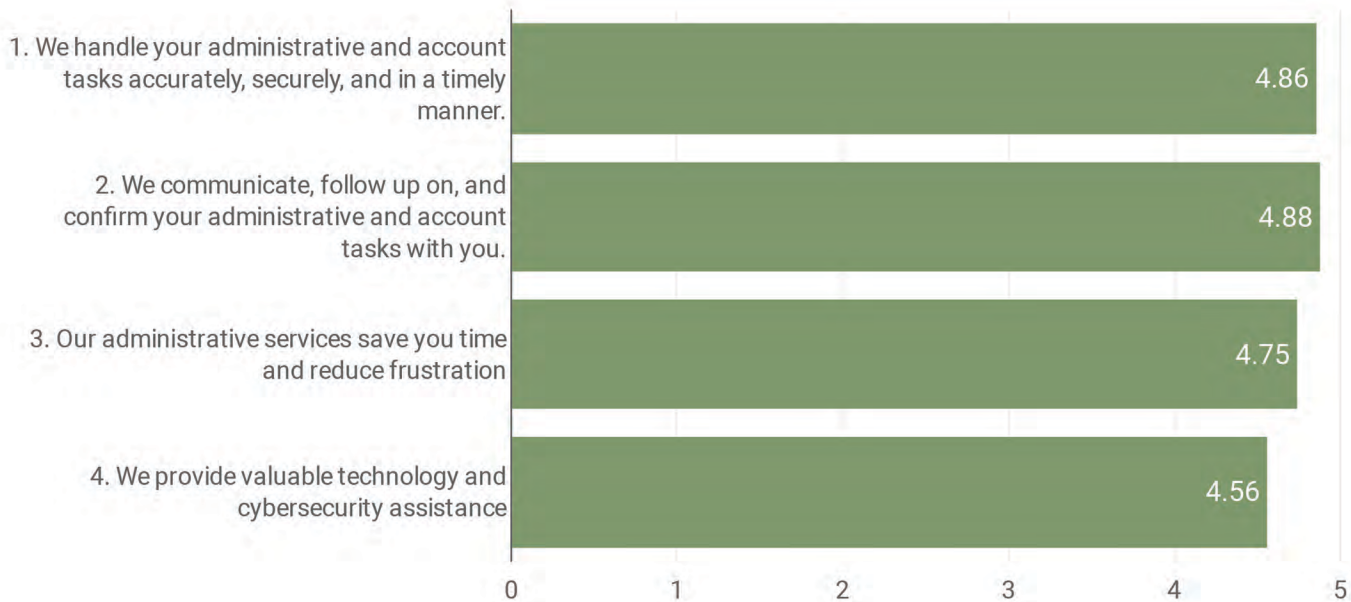


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We help you navigate markets and investments.	66.67%	30.56%	2.78%	0.00%	0.00%	4.64
2. We have a sound and proven investment approach	62.16%	32.43%	5.41%	0.00%	0.00%	4.57
3. We explain what securities we purchase for you and why	45.95%	40.54%	8.11%	5.41%	0.00%	4.27
4. The performance of your portfolio is in line with your risk profile	56.76%	37.84%	5.41%	0.00%	0.00%	4.51
5. We provide diversification of your portfolio	71.43%	28.57%	0.00%	0.00%	0.00%	4.71
6. We capably modify your portfolio in response to changes in your personal situation.	66.67%	26.67%	6.67%	0.00%	0.00%	4.6
7. We capably modify your portfolio in response to changes in market and economic conditions.	52.78%	38.89%	8.33%	0.00%	0.00%	4.44
8. We manage your portfolio with taxes and expenses in mind	55.56%	41.67%	2.78%	0.00%	0.00%	4.53
9. We provide you with informative, clear, and timely portfolio reports	50.00%	36.11%	13.89%	0.00%	0.00%	4.36

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ADMINISTRATIVE SERVICES

Please evaluate the following statements about our **ADMINISTRATIVE SERVICES**:

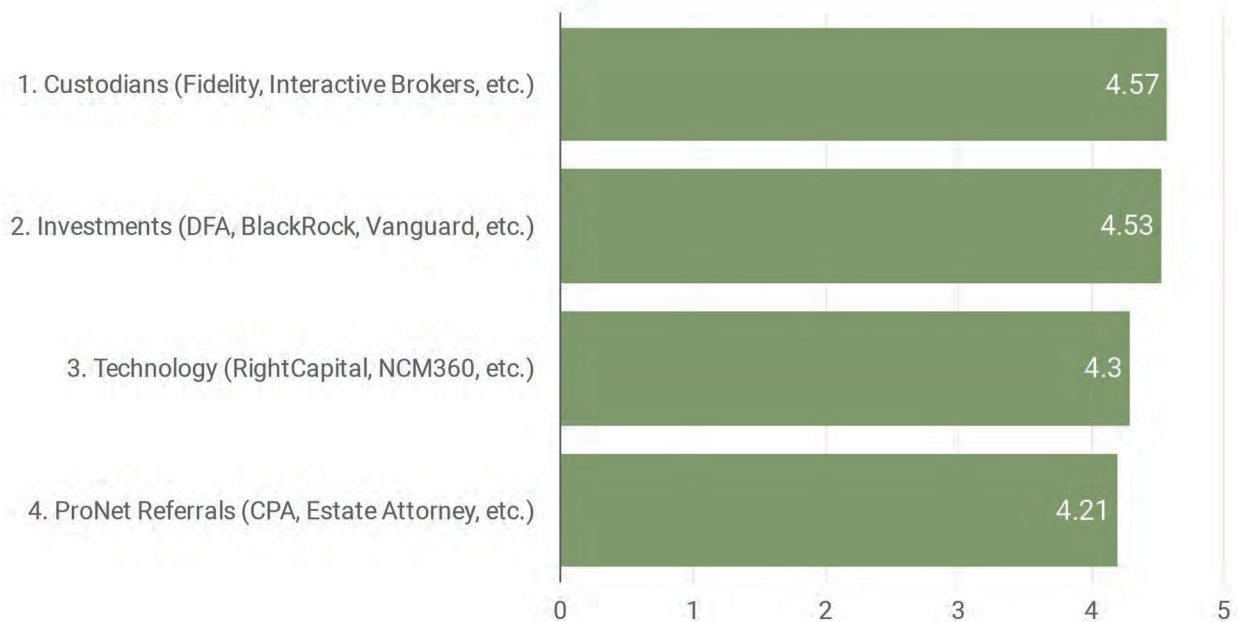


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We handle your administrative and account tasks accurately, securely, and in a timely manner.	86.11%	13.89%	0.00%	0.00%	0.00%	4.86
2. We communicate, follow up on, and confirm your administrative and account tasks with you.	88.24%	11.76%	0.00%	0.00%	0.00%	4.88
3. Our administrative services save you time and reduce frustration	75.00%	25.00%	0.00%	0.00%	0.00%	4.75
4. We provide valuable technology and cybersecurity assistance	59.38%	37.50%	3.13%	0.00%	0.00%	4.56

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SERVICE PARTNERS

Please rate your satisfaction with the following **SERVICE PARTNERS**:

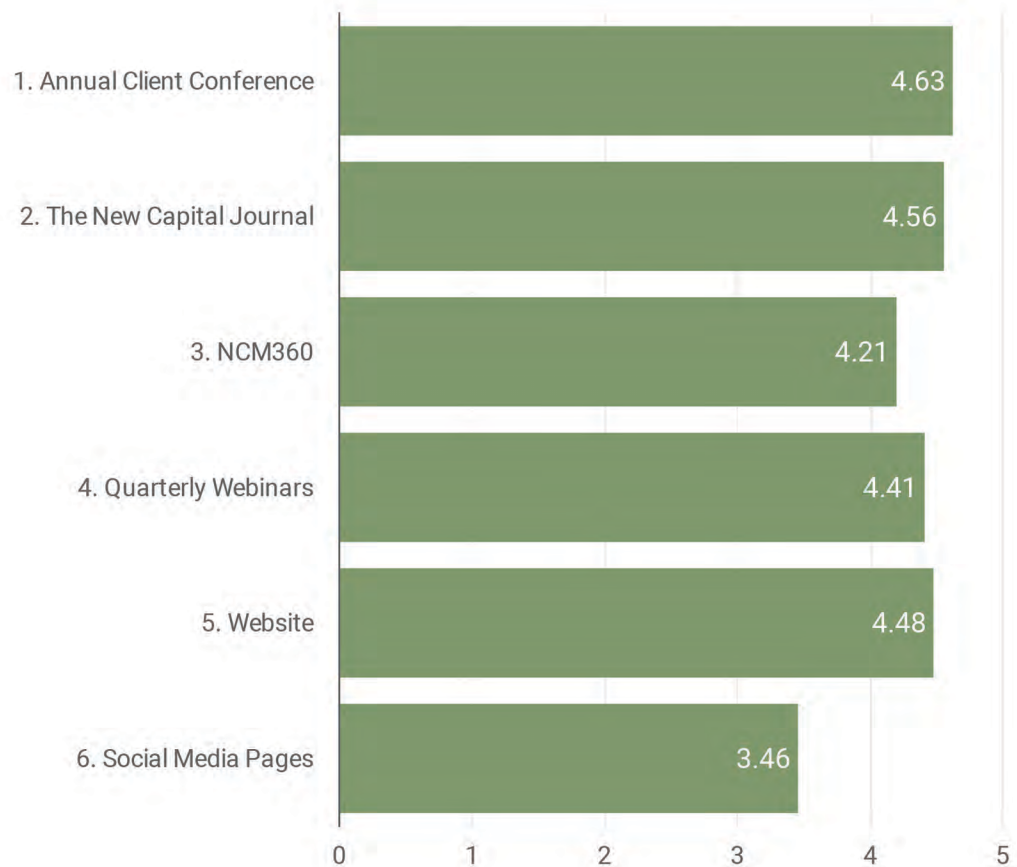


Question ^	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Weighted Average
1. Custodians (Fidelity, Interactive Brokers, etc.)	57.14%	42.86%	0.00%	0.00%	0.00%	4.57
2. Investments (DFA, BlackRock, Vanguard, etc.)	62.50%	28.13%	9.38%	0.00%	0.00%	4.53
3. Technology (RightCapital, NCM360, etc.)	40.74%	48.15%	11.11%	0.00%	0.00%	4.3
4. ProNet Referrals (CPA, Estate Attorney, etc.)	50.00%	20.83%	29.17%	0.00%	0.00%	4.21

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COMMUNICATION TOOLS

Please indicate your level of use of the following New Capital **COMMUNICATIONS TOOLS**:

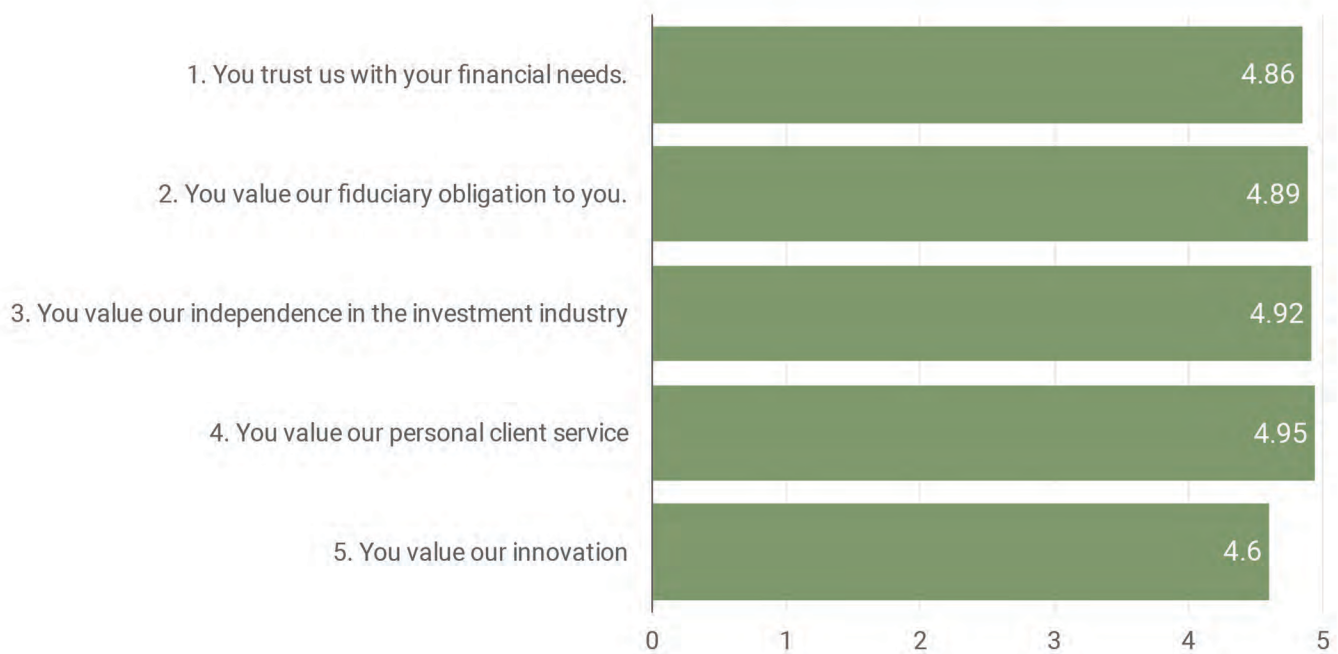


Question ^	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Weighted Average
1. Annual Client Conference	62.86%	37.14%	0.00%	0.00%	0.00%	4.63
2. The New Capital Journal	63.89%	27.78%	8.33%	0.00%	0.00%	4.56
3. NCM360	50.00%	20.83%	29.17%	0.00%	0.00%	4.21
4. Quarterly Webinars	53.13%	34.38%	12.50%	0.00%	0.00%	4.41
5. Website	58.06%	32.26%	9.68%	0.00%	0.00%	4.48
6. Social Media Pages	15.38%	15.38%	69.23%	0.00%	0.00%	3.46

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SERVICES

Please evaluate the following statements about our **SERVICES**:

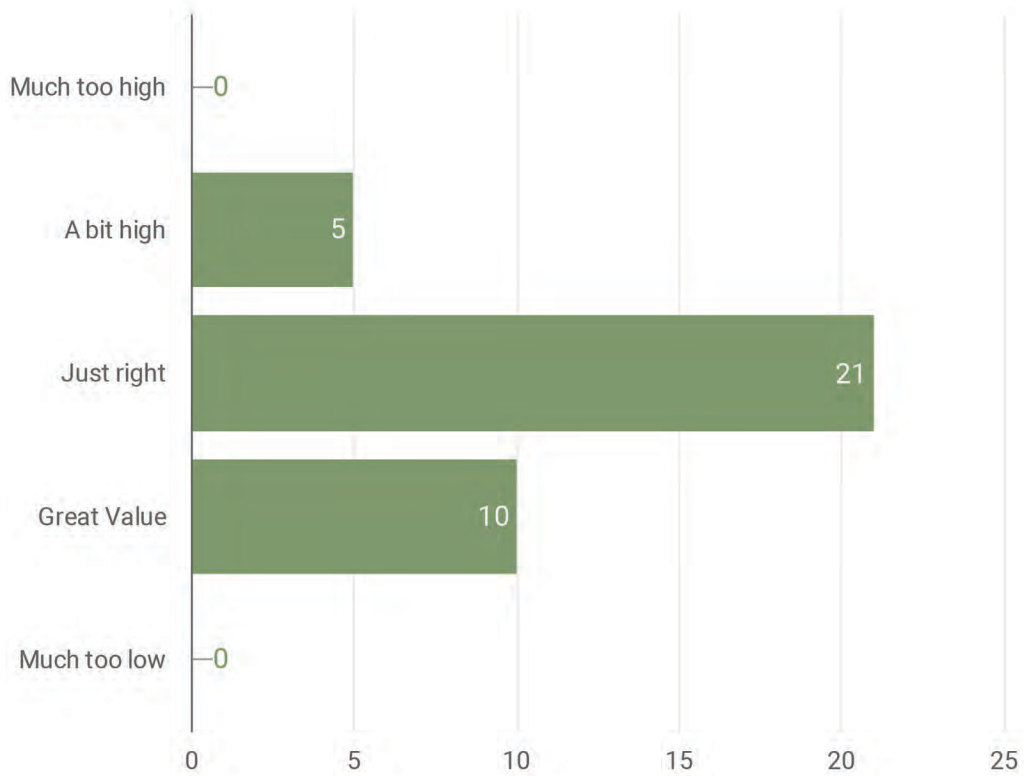


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. You trust us with your financial needs.	86.49%	13.51%	0.00%	0.00%	0.00%	4.86
2. You value our fiduciary obligation to you.	89.19%	10.81%	0.00%	0.00%	0.00%	4.89
3. You value our independence in the investment industry	91.89%	8.11%	0.00%	0.00%	0.00%	4.92
4. You value our personal client service	94.59%	5.41%	0.00%	0.00%	0.00%	4.95
5. You value our innovation	62.86%	34.29%	2.86%	0.00%	0.00%	4.6

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FEES

New Capital FEES are:

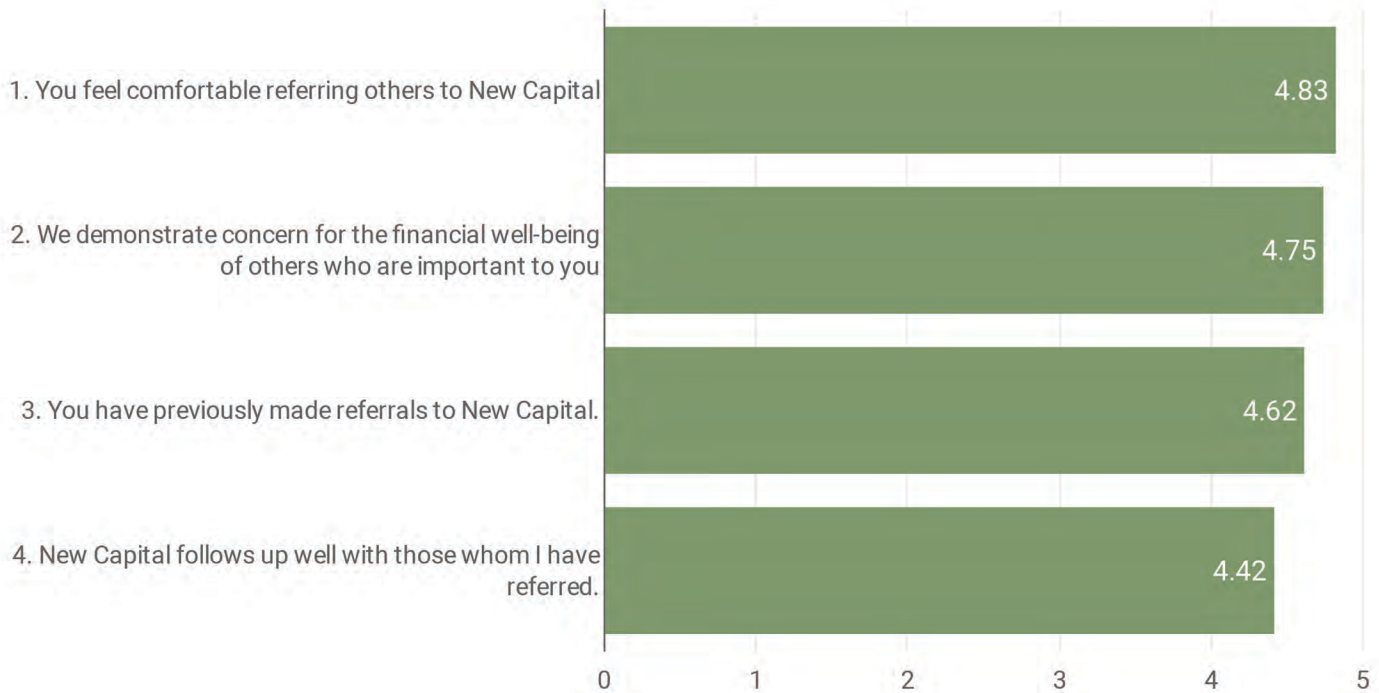


Question	Percent	Count
Much too high	0.00%	0
A bit high	13.89%	5
Just right	58.33%	21
Great Value	27.78%	10
Much too low	0.00%	0

2023 CLIENT SATISFACTION SURVEY

REFERRALS OF FRIENDS & FAMILY

Please evaluate the following statements about our handling of your **REFERRALS, FRIENDS,** and **FAMILY**:

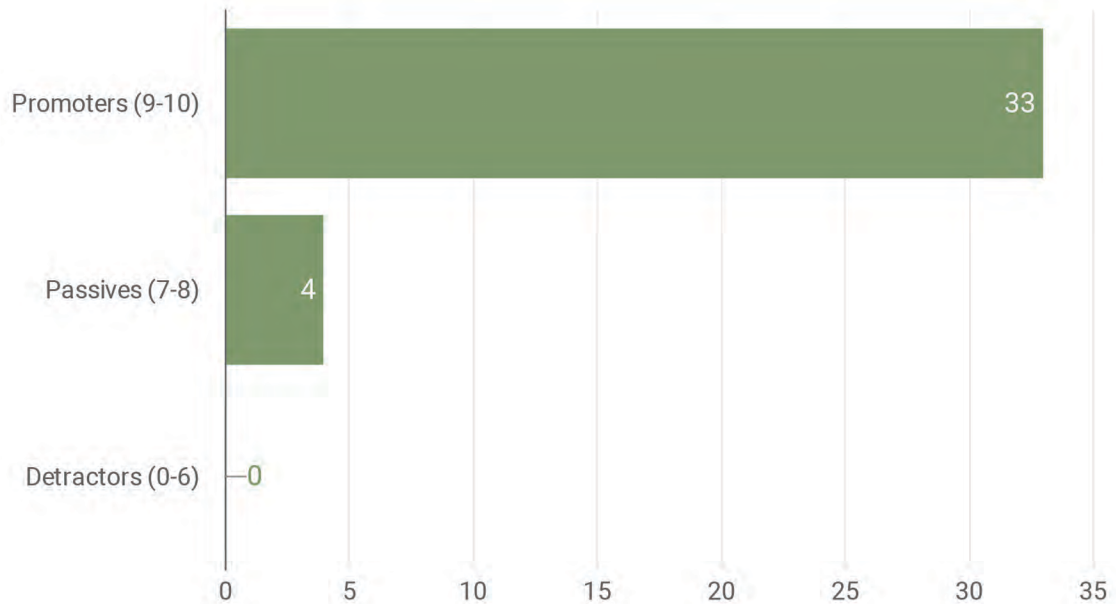


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. You feel comfortable referring others to New Capital	83.33%	16.67%	0.00%	0.00%	0.00%	4.83
2. We demonstrate concern for the financial well-being of others who are important to you	81.25%	12.50%	6.25%	0.00%	0.00%	4.75
3. You have previously made referrals to New Capital.	68.97%	24.14%	6.90%	0.00%	0.00%	4.62
4. New Capital follows up well with those whom I have referred.	61.54%	19.23%	19.23%	0.00%	0.00%	4.42

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NET PROMOTER SCORE

How likely is it that you would recommend New Capital Management to a friend or colleague?



Question	Percent	Count
Promoters (9-10)	89.19%	33
Passives (7-8)	10.81%	4
Detractors (0-6)	0.00%	0

Net Promoter Score

Net Promoter Score measures customer experience and predicts business growth.

The scale ranges from -100 to 100.

